

JUN 8 1990

5/9/90

Summary of Meeting: Ingredients

Attending: Stanley Temko, Covington & Burling
Clausen Ely, Covington & Burling
David Fishel, RJR
Matthew Winokur, Philip Morris
Alan Hilburg, Liggett Group
Patrick Stone, Brown & Williamson
Sara Ridgway, Lorillard
Garyowen Morrisroe, American Brands
Amanda Duckworth, Edelman Public Relations
John Walker, Edelman Public Relations
Kenneth Reichley, Edelman Public Relations

cc: John Scanlon, Edelman Public Relations
Richard Edelman, Edelman Public Relations
George Drucker, Edelman Public Relations

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Consensus was achieved on the following matters:

1. Message points:

- Revise "affirm report" to "acknowledge report"
- Revise "exhaustive testing" to "testing where appropriate"
- Add "Existing legal mechanism for reporting ingredients" to all scenarios
- Add "Virtually all ingredients used in minute quantities" to all scenarios of moderate and high damage
- Add "Virtually all ingredients approved as safe for use in food by FDA" to all scenarios of moderate and high damage

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2. Tactics:

- Eliminate hotline, advertising, point-of-purchase information, and direct mailing to physicians
- Eliminate use of sports/cultural sponsorship issue as diversionary tactic
- Eliminate use of industry executives as spokespeople
- Use outside scientists as experts; Dr. George and Dr. Lumus will be media-trained by Edelman Public Relations as soon as possible
- Book prepared by Covington & Burling with proposed press statements and answers to press inquiries must be reviewed and, where necessary, supplemented
- If ingredients become a public issue, Covington & Burling will act as clearinghouse for the discussion on what program level of response should be adopted. Edelman Public Relations will provide counsel on inquiries as received.
- Edelman to research coverage of issue in Canada

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